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Direct Advice About Direct Mail

Getting the Most from Direct Mail Marketing

A successful direct mail campaign is a vital part of your marketing blueprint and it will help propel your salon business to new levels of success. A good direct mail campaign will also bring you a return on your original investment to expand your client base as well as to drive in the growth of future profits. People expect business correspondence in the mail. Use professionally printed full color postcards, fliers, letters, brochures and newsletters to communicate value to them. You should consider utilizing both solo and independent direct mail devices with direct mail resources.

There are many different ways to utilize a direct mail campaign. Use direct mail devices to show that you offer the latest services and fashion trends. Share the benefits of how your salon services and products will enhance their lives. It can be an efficient way to promote your salon name, find new clients or announce a grand opening. It can create a buzz about your salon services or the new beauty products you're offering as well as encourage client loyalty.

"We had great success announcing our grand opening through direct mail," says John Nguyen who co-owns the Solace Day Spas of Alexandria and Chantilly, Virginia with his wife Michelle. "With the help of a local mail house, we sent

postcards out to area residents to promote our pre-grand opening gift card sale, offering a free \$20 gift card with every \$100 gift card purchase. We also used Clipper Magazine at the same time as a direct mail resource to specifically target 50,000 homes near our new salon. We ran this promotion from one month before our opening to the end of our first month.

We used the postcards and Clipper Magazine in correlation with an overall marketing strategy that included newspaper advertisements, window posters and in-salon counter cards. We successfully sold almost \$50,000 in gift cards the first month!"

"Clipper Magazine is respected as a premier quality full color glossy magazine format."

Solo Direct Mail Options: Look in your Yellow Pages for local 'Direct Mail' resources. You can buy a list of prospective direct mail recipients from a list broker, so you can facilitate mailings on your own. Work with your list broker to customize the specific demographics that you want to reach. You can cater your list according to area zip codes, special neighborhoods, age or income levels. Your list broker should also



be able to specifically design a list of people who have expressed an interest in salon services for you. After you've compiled a satisfactory list, you can work on how to communicate your message to your potential clientele.

Market A Special Message: Make sure to keep your message clear and concise. No one wants to read anything complicated if they don't have to. Talk to your most desirable current clients about what they like best about your salon and use their comments to start your letter. Think of an appealing way to bundle together your professional salon services with your beauty products. You can certainly create direct mail devices that promote your salon and services at full price, with no discounts. You can also make them an offer they can't refuse. Always remember that people love 'free' beauty products as a gift with service promotion. Be sure to include all of your telephone, email and website contact information to give them a number of different ways to contact you about your great offer.

Additionally, you can certainly create special messages targeted specifically to brides, teens, men or business owners. Or create messages to announce grand openings, for a special birthday offer, to recommend your latest promotion and to announce new salon services. You can promote gift cards for Valentine's Day, Father's Day, Mother's Day and the year-end holidays.

Use Colorful Photographs & Graphics: It's a good idea to send postcards whenever possible. The postage is less expensive than standard mail and unlike envelopes they don't have to be opened for the potential client to immediately see your offer. Use a high quality paper stock for your postcards, because they are more durable and they are more appealing to the recipient. It's important to remember that design matters as John Nguyen of Solace Day Spas notes, "People saw how great our postcard looked and they wanted to come in to see how beautiful our salon really is. We shared pretty full color photographs of the salon interior with illustrations of hair, skin, nail and spa services. We stayed consistent with the marketing image that we want to project and people really responded to that. The look of our postcards and Clipper Magazine advertisements match our salon service menus, gift certificates and in salon merchandising campaigns. Don't try to sell first rate services with second rate mailings. It just doesn't make sense."

Use Professional Direct Mail Resources: Consider investigating direct mail resources like Clipper Magazine, Val Pak, Money Mailer and others. Clipper Magazine is

respected as a premier quality full color glossy magazine format. The others are usually in an envelope format, with a myriad of advertisers who market themselves together. The costs of direct mail is usually only three to four cents per home as opposed to solo direct mail campaigns which usually cost between fifty cents to one dollar per home. When you add up the costs of artwork, printing, mailing labels and postage, it is usually a better advantage to use direct mail or a combination of both. Direct mail programs like Clipper Magazine offer you complimentary marketing consultations, free artwork, free use of professional photographs, mailing labels, printing postage and everything in one simple package.

Direct mail sources vary in quality and quantity. Most envelope marketers, mail to 10,000 homes per area, where you can target 10,000 or more homes surrounding your salon. Direct mail magazines like Clipper, more comprehensively blanket the area with 50,000 homes per mailing. It is best to sign annual agreements, rather than to just try it once. With direct mail, you will be able to afford hitting the local area residents at least six times per year.

Measurable Results: When you're ready to launch your direct mail campaign, plan to target a minimum of 5,000 to 50,000 homes. No matter what direct mail resource you use, plan to track the results. Look for a three to five percent response rate to start and build on that. You will receive a better response with each new mailing. Repetition works. If you receive a good response from your first mailings, then proceed with a larger mailings or mail more often. Most clients will not drive more than

three to five miles to a salon from home or work. Thus, repetitive mailings work better than targeting several hundred thousand homes in large metropolitan areas. The reason direct mail is better than newspaper, radio or TV is because you can specifically target the nearby neighborhoods surrounding your salon. It is important to always measure the response to all of your marketing materials in order to plan and modify future marketing campaigns. Have your front desk staff ask each new client, how they heard of your salon. Track redeemed coupons and special offers. Find your strengths and focus on them.

Once you've found a formula for success with your direct mailings, stay with it. You can change the offer monthly or quarterly yet stay consistent with the message and the look of your mailing. Consistency will build a relationship of trust with your clientele. Try to correlate direct mail with your print or broadcast advertisements, posters, in-store counter cards and web marketing to maximize clients' exposure to your message about your salon.

No matter the size of your salon or day spa, you don't have to be content with the business you're currently doing. The simple steps outlined here will put you on the path to greater success through increased profit margins. Utilized properly, direct mail will become an important element of your overall marketing strategy and a great way to connect your community to the beauty of your salon.

For a complimentary direct mail advertising consultation or more information about Clipper Magazine resources near you, call 888-569-5100 or visit their website at www.ClipperMagazine.com.